



Executive Training: Role of ICT in development of inclusive society for persons with disabilities

Accessible TV/Video programming framework

ITU Regional Initiative 3 on ensuring accessible telecommunication/ICT, in particular for persons with disabilities

TV/video programming policy framework

- Audiovisual works such as television are covered by Article 9 of the Convention, which states that persons with disabilities must have the same access as everyone else to *'information and communication, including information and communication technologies and systems.'*
- Successful implementation of the provision of the Convention depends on the adoption and timely application of the accessibility policies of the TV/video programming.
- Television/video programming accessibility is aimed at all stakeholders: policy makers, regulators, academia, researchers, industry, including the film industry, consumer electronics manufacturers as well as disabled person organizations, to improve accessibility by creating innovative solutions.

Role of policy makers and NRAs in ensuring accessible TV/video programming policy framework

- *Policy makers* should include specific provisions in the legislation frameworks stating that persons with disabilities shall have equal access to TV/video programming.
- *Authorized service providers* need to take effective measures in informing and raising awareness about accessibility to their TV/video services.
- *Authorized service providers and the NRA* should appoint a single contact address for information and complaints about accessibility issues.

Accessibility for all: who is the user?



Accessibility services

- TV/video accessibility refers to all forms of TV/video content (traditional TV, IPTV, Integrated Broadcast Broadband System (IBB), Hybrid Broadcast Broadband TV (HBB)), and to the electronic program guides (EPG), remote controls and TV devices.
- Creators and content owners are responsible for creating content for these services and the delivery of content to authorized providers.
- Access services are directly linked to languages and also to translation.

How to ensure accessibility services?

- Subtitling (SDH) - a translation and edition of dialogues to help the viewer with linguistic disability);
- Captioning (CC) - subtitles for the deaf and hard of hearing that are transcription plus sound annotation);
- Audio description (AD) - offers visual information in a verbal form);
- Audio subtitling (AS) - it is text to speech, and as audio description it may be read by a human or a text to speech programme);
- Sign Language (SL) - enables content accessibility for persons who are deaf, and particularly for people who were born deaf).

Accessibility services – roles and responsibilities

- NRA should incorporate into any code of good practice for electronic program guides, or valid regulations or conditions of the licence, the requirements that the EPG service shows which programs are accessible.
- Authorized providers of TV/video content are obligated to deliver "closed" captioning, where it is technically feasible because they allow viewers to choose when to use them.
- The NRA needs to develop specific requirements for authorized providers of TV/video content to introduce *sign language*.
- Authorized providers of TV/video content are required to enable the program accessible to viewers who are blind or have visual impairments by providing audio descriptions in the official language of the country.

Accessibility services – technological possibilities

- Technologies play an important role in TV/video programming accessibility.
- Switchover from analog to digital, and now the convergence of broadband and broadcast allow endless opportunities to offer accessibility services on different platforms, different formats, and for the user to personalize the chosen service.
- Funding, resources and expertise are key limiting factor for broadcasters in offering mainstreamed programming with accessible services is expertise.
- Level of accessibility can be increased by strengthening the collaboration on setting standards and developing roadmaps and milestones as compulsory prerequisites.

Key considerations in developing policies and services

- Make accessibility mainstream and inclusive;
- Create an access group and observatory with all agents/stakeholders;
- Establish contact between content providers, telecommunication providers, and broadcasters;
- Create a realistic short term/long term roadmap with all agents;
- Create common assets: technologies and distribution;
- Consider creating new workflows;
- Establish qualities and quantities;

Key considerations in developing policies and services

- Establish labelling for services and qualities;
- Establish a good framework policy;
- Lobby for research agenda to include accessibility;
- Make access services commercially profitable;
- Follow existing standardization, to avoid market fragmentation and
- Create related training courses.

ITU-G3ICT Making television accessible



[http://www.itu.int/en/ITU-D/Digital Inclusion/Pages/Reports.aspx](http://www.itu.int/en/ITU-D/Digital%20Inclusion/Pages/Reports.aspx)



Thank you!

More information:

www.itu.int/en/ITU-D/Digital-Inclusion/

www.itu.int/accessibility